

## CLAIMS

What is claimed is:

*currently*

1. (AMENDED) A product display base for use in manually aligning merchandise on a display shelf, the display base comprising a plurality of overlapping sections, each section comprising:
  - a bottom surface, such that the display base may be placed on the display shelf, and at least a portion of the bottom surface is in contact with the display shelf;
  - a front edge;
  - a first side edge;
  - a second side edge;
  - a rear edge;
  - a plurality of merchandise support ridges, including a first merchandise support ridge and a second merchandise support ridge, such that the merchandise support ridges extend from the proximity of the front edge to the proximity of the rear edge; and
  - at least one pull member channel located between the first merchandise support ridge and the second merchandise support ridge, such that a portion of a pull member may be placed in the channel under merchandise supported by the first merchandise support ridge and the second merchandise support ridge
2. ~~The display base of claim 1 further comprising a plurality of notches in the support ridges, such that display base may be cut in proximity to a notch in order to provide a base of desired display shelf depth.~~
3. ~~The display base of claim 2 wherein there is a third merchandise support ridge, such that the second merchandise support ridge is positioned between the first ridge and the third ridge; the notches on the first and third ridge are aligned, such that the base may be cut to a desired depth by cutting through one set of the aligned notches; and the notches on the second ridge are offset from the notches on the first ridge and the notches on the third ridge.~~
4. ~~The display base of claim 1 further comprising a rear backing section which is essentially perpendicular to the display shelf.~~
5. ~~The display base of claim 4 wherein the rear backing section comprises a removed portion of the display base.~~
6. ~~The display base of claim 1 further comprising a front stop on at least a portion of the front edge of the display base.~~
7. ~~The display base of claim 6 wherein the front stop includes a slot, such that the slot is aligned with the pull member channel, and such that a pull member may be placed through the slot.~~